

City of Morgan Hill Complete Street 6 Month Pilot Data Collection Plan

Category	Performance Indicator	Definition	Measurement Method	Collection Periods
Safety	Motor Vehicle Speed	How well motorists adhere to posted speed limits	85 th percentile speed of free-flow traffic conditions recorded by trained staff using radar gun	Time: off-peak during day according to Cal Vehicle Code Pre: Jan. 15, 2015 Mid: Apr. 15, 2015 End: July 15, 2015
	Emergency Response Time	The response time of ambulances and fire engines when travelling through Downtown	Analysis of emergency dispatchers' records of travel times and routes taken	Continuously collected Pre: Nov. 15, 2014 – Jan. 15, 2015 Mid: Feb. 18, 2015 – Apr. 18, 2015 End: May 16, 2015 – July 16, 2015
	Collisions	The number crashes in Downtown	Examination of police collision reports	Continuously collected Pre: Nov. 15, 2014 – Jan. 15, 2015 Mid: Feb. 18, 2015 – Apr. 18, 2015 End: May 16, 2015 – July 16, 2015
	Reported Safety Concerns	Safety concerns reported by the public through the City's online "Report a Concern" tool and posted on a city-monitored social media platform	Review of safety concerns reported by the public through the City's online "Report a Concern" tool and posted on a city-monitored social media platform	Continuously collected Pre: Dec. 18, 2014 – Feb. 18, 2015 Mid: Feb. 19, 2015 – Apr. 18, 2015 End: Apr. 19, 2015 – July 16, 2015
	Mobility	Travel Time Reliability	Predictable and consistent travel time through Downtown	License plate travel time study
Traffic Diversion		How many large vehicles are shifting from Downtown to parallel streets	Traffic counting pneumatic tubes installed downtown and on parallel streets	Time: 24-hour counts Pre: Jan. 14, 2015 – Jan. 18, 2015 Mid: Apr. 14, 2015 – Apr. 18, 2015 End: July 14, 2015 – July 18, 2015

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	Pedestrian Delay	How long people have to wait to cross the street	Wait times taken by manual stopwatch recordings at unsignalized intersections	Time: 11:00am-1:00pm Representative One-day Collection Pre: Jan. 15, 2015 Mid: Apr. 14, 2015 – Apr. 18, 2015 End: July 14, 2015 – July 18, 2015
	Bicycle Counts	The total number of bicyclists Downtown	Video camera recordings measuring the number of bicyclists, taking into account seasonal fluctuations	Times: 7:00-9:00am; 11:30-1:00pm; 2:30-6:00pm Pre: Jan. 14, 2015 – Jan. 18, 2015 Mid: Apr. 14, 2015 – Apr. 18, 2015 End: July 14, 2015 – July 18, 2015
	Transit Ridership	How many people are getting on and off buses near Downtown	Automatic passenger counters on VTA busses	Time: VTA operation hours Pre: Jan. 1, 2015 - Jan. 31, 2015 Mid: Mar. 16, 2015 – Apr. 18, 2015 End: June 21, 2015 – July 18, 2015
Vibrancy	Pedestrian Counts	How many people are walking Downtown	Video camera recordings measuring the number of pedestrians, taking into account seasonal fluctuations	Times: 7:00-9:00am; 11:30-1:00pm; 2:30-6:00pm Pre: Jan. 14, 2015 – Jan. 18, 2015 Mid: Apr. 14, 2015 – Apr. 18, 2015 End: July 14, 2015 – July 18, 2015
	Resident Survey	What residents think of the project	Online survey	Continuously collected Pre: Jan. 26, 2015 – Feb. 14, 2015 Mid: Apr. 1, 2015 – Apr. 18, 2015 End: July 1, 2015 – July 18, 2015
	Parking Occupancy	The number of occupied parking spaces compared to the total number of available parking spaces	Manual counts and license plate survey of parked cars in 15 minute increments	Times: 11:30-1:00pm; 5:00-7:00pm Representative One-day Collection Pre: Jan. 15, 2015 Mid: Apr. 14, 2015 – Apr. 18, 2015

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	Noise	How loud it is outside when Downtown	Decibel meters	End: July 14, 2015 – July 18, 2015 Time: 8:00am-4:00pm Representative One-day Collection Pre: Jan. 15, 2015 Mid: Apr. 14, 2015 – Apr. 18, 2015 End: July 14, 2015 – July 18, 2015
	Bicyclist Demographics	What type of people are bicycling Downtown (men, women, kids, seniors, etc.)	Recorded observations	Times: 7:30-9:30am; 4:00-6:00pm Representative One-day Collection Pre: Jan. 15, 2015 Mid: Apr. 14, 2015 – Apr. 18, 2015 End: July 14, 2015 – July 18, 2015
Economy	Sales	Month-over-month sales receipts of Downtown businesses and nearby businesses	Examination of sales receipts accounting for seasonal fluctuations	Aggregated monthly
	Business Opinion	What downtown business owners think of the project	Online Survey	Continuously collected Pre: Oct. 2014 (Two-Day Test) Mid: Apr. 1, 2015 – Apr. 18, 2015 End: July 1, 2015 – July 18, 2015